

Message Text

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PAGE 01 LONDON 00384 101124Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W

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R 101102Z JAN 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7139

INFO AMEMBASSY PARIS

UNCLAS LONDON 00384

E.O. 11652: N/A

TAGS: BEXP, UK, FR

SUBJECT: AIR/WATER POLLUTION CONTROL EQPT. MARKET RESEARCH
(UK)

REF: STATE 2406 (NOTAL)

1. POST EVALUATION SUBJECT RESEARCH SENT AS LONDON A-19
JAN.7. ADVANCE COPY SENT VIA FPO TO OIM/KEMP SAME DATE.
AS NOTED SEC.3(A) LTC NOV. PROGRESS REPORT, POST REVIEW
WAS EXTENDED TO PERMIT EVALUATION IN LIGHT OF LABOR GOVT
NOVEMBER BUDGET SPEECH, AND INDUSTRY/LOCAL GOVERNMENT
REACTION THERETO, SINCE STUDY WAS WRITTEN PRIOR TO FALL
ELECTIONS AND SUBSEQUENT DRAFT BUDGET. DELAY APPEARS
JUSTIFIED BY FACT BUDGET OFFERS ONLY SHORT-TERM
AID FOR INDUSTRY LIQUIDITY PROBLEMS, AND ONLY LIMITED
INCENTIVE TO NEW PLANT, PLUS IMPOSING SHARP LIMITATIONS
ON PUBLIC SPENDING.

2. FOLLOWING RESPONDS TO QUESTIONS RAISED PER PARA 2
REFTEL:

A. RESEARCH FIRM CONCLUSION (IN WHICH POST RELUCTANTLY
CONCURS) IS THAT PRODUCT THEME AS WHOLE IS PROBABLY NOT
SUITABLE FOR FULL-SCALE EXHIBITION, AND CERTAINLY NOT
WHERE END-USERS CONCERNED. COMPONENTRY SHOW AIMED
PRIMARILY AT UK MANUFACTURERS WOULD NEED HEAVY LICENSING/
JOINT-VENTURE EMPHASIS. MORE EFFECTIVE MEANS FOR PENE-
TRATING END-USER SYSTEMS MARKET APPEARS BE SPECIALIZED
TRADE MISSION. (FOR EMBASSY PARIS: THIS ECHOES IN PART
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DISCUSSIONS WITH UK FIRM DOING FRENCH STUDY.

B. AS PER ABOVE, TYPE ONE SHOW INADVISABLE, EVEN FOR
MANUFACTURER UNIVERSE OF 200 SOME 150 OF
WHICH, INCIDENTALLY, IN POLLUTION-CONTROL BUSINESS INTER
ALIA). MORE LIKELY PROSPECT WOULD BE FOR MULTI-FIRM BSP,
OR JEEP IF FEASIBLE, EMPHASIS ON ECONOMICS OF SELECTED
EQUIPMENT (E.G., FUEL SAVINGS FROM HEATING SYSTEMS
FIRED BY PLANT REFUSE, WATER SAVINGS FROM RECYCLING, ETC
SINCE HMG AND LOCAL AUTHORITIES PROBABLY RELUCTANT TO
PRESS TOO HARD ON EXPENSIVE ANTI-POLLUTION MOVES WHEN
BRITISH INDUSTRY IN PRESENT DEPRESSED STATE. TRADE
MISSION LIKEWISE SHOULD HAVE SIMILAR APPROACH, WITN
ADDITIONAL ATTENTION TO SEWERAGE PROBLEMS POSED FOR
REGIONAL WATER AUTHORITIES BY PLANS FOR NEW PUBLIC
HOUSING SCHEMES (ESSENTIALLY OUTSIDE OF LONDON).

C. ABOVE REMARKS DESCRIBE OUR ATTITUDE RE TYPE ONE SHOW
AT THIS TIME.

D. PREFERENTIAL TARIFF RATES WILL IN MANY INSTANCES
RAISE SERIOUS OBSTACLE TO US EQUIPMENT, WHICH REINTRO-
DUCES EMPHASIS ON LICENSING AND JOINT-VENTURE.

E. IN LIGHT OF DECISION TO CANCEL TYPE I SHOW, EMPOCON
(NOW SCHEDULED APRIL 27-30, 1976) WOULD NOT BE PROBLEM.
SPIERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LONDON00384
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750010-0524
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750162/aaaaccqi.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 2406
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 31 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 MAR 2003 by RicharJA>; APPROVED <11 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AIR/WATER POLLUTION CONTROL EQPT. MARKET RESEARCH (UK)
TAGS: BEXP, UK, FR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006